
Franchise Candidate



This Decision Making Checklist is designed to provide you with a step-by-step guide to the items you need to complete or schedule as you investigate the Wild Birds Unlimited (WBU) franchise opportunity. Refer to this Checklist often as you review this opportunity.

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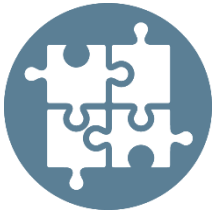
Franchise Development Core Values

These four core values embody our culture and commitment to high performance development and support for our potential franchisees and each other. They keep us aligned and foster relationships that contribute to our franchisees' business vision and aspirations.



Honesty

- We communicate and act with honesty, integrity, and mutual respect.



Participation

- We believe everyone's success depends on one another, and the appreciation of each other's contributions. This requires being present, active listening, and mutual accountability.



Transparency

- We foster an environment of collaboration, responsibility, and accountability. In order to make an informed business decision about working together, it is important for everyone to be completely transparent.



Create and Cultivate a Relationship

- We cultivate long term relationships with each other, our teams, customers, and business partners.

Owning Your Own Wild Birds Unlimited® Franchise Step-by-Step Process

Step 1. Request Information: Review “Bird’s Eye View” section of the WBU Discovery Center and Submit “Qualification Form”

- Conduct call with a member of the Wild Birds Unlimited Franchise Development team to answer your preliminary questions, review your Qualification Form, help you understand the WBU franchise opportunity, and discuss content in the “Bird’s Eye View” section of the WBU Discovery Center.
- WBU will open and review “A Soaring Opportunity” section of WBU Discovery Center.
- WBU will schedule next call.
- Additional information, if you are pursuing the purchase of an existing WBU store:** WBU will call the owner of the existing WBU store and ask them to set up a meeting to give you a Confidentiality Agreement to review and sign. This will allow the owner to provide you with historical financial statements, sales reports and an asking price. WBU, Inc. recommends that you take this information to your accountant, attorney or business advisor to get advice on how to value the WBU store that you are considering purchasing.

Step 2. Validation: “A Soaring Opportunity”

- Review “A Soaring Opportunity” section of WBU Discovery Center in detail.
- Begin your “Validation” process.
 - Under Downloads/Links, review the “Franchise Business Review Survey” and be prepared to discuss on the next call.
 - Download “Visitation Courtesies & Store Address List”.
 - Call a minimum of 10 existing WBU Franchisees and visit 2-3 existing stores. We recommend that you call stores both in and outside of your area of interest. We recommend that you speak to many more existing WBU Franchisees prior to making a final decision about joining the WBU Team.
- Answer the confirmation questions for “A Soaring Opportunity” section and submit to WBU.
- Additional information, if you are pursuing the purchase of an existing WBU store:** Discuss your business advisor’s comments on valuation of the WBU store you are considering purchasing. While WBU, Inc. cannot give you an assessment on the value of any individual WBU store, we can discuss the process of valuing a retail business.

Step 3. Wild Birds Unlimited Franchise Disclosure Document: “Seeds of Success”

- Conduct scheduled call with WBU to go over what you learned during your validation calls and store visits as well as your comments on the Franchise Business Review Survey to decide if you want to continue your investigation of the WBU opportunity.
- WBU will open and review “Seeds of Success” section of WBU Discovery Center.
- Complete and submit the WBU Financial Statement, also found on the “Financing Your WBU Store” page of the WBU Discovery Center.
- Submit signed receipts for the FDD to WBU, Inc.
- WBU will schedule next call to review the FDD in detail.
- Review “Start-up Cost Spreadsheet”. Feel free to use this spreadsheet tool as you develop your own individual budget for your start-up costs.
- Review FDD on your own time, making note of any comments or questions that you want to go over in more detail during your FDD review call.
- Conduct scheduled call with WBU to go over the FDD in detail and to decide if you want to continue your investigation of the WBU opportunity. We do require that you obtain separate legal counsel to review the FDD prior to signing a Franchise Agreement. We recommend that you find an attorney with franchising experience.
- Answer the confirmation questions on “Seeds of Success” section and submit to WBU.
- Register for the WBU Support Service Webinars: These required webinars are held throughout the discovery process in a group setting and may be offered earlier or later than the Seeds of Success section. Each webinar, presented by a different department, will allow you to learn how the Franchise Support Center Team provides support to the franchisees. Webinars lasts around 1 hour and the next available dates and times will be offered by a member of the Franchise Development team. The webinars are to be attended by the main operator:
 - New Owner Development Team
 - Franchisee Communications and Training
 - Marketing
 - Product and Supply
 - Nature and Hobby Education
- Additional information, if you are pursuing the purchase of an existing WBU store:** WBU will email you “Guidelines for Making an Offer” and a list of topics to address in the “Letter of Intent” (“LOI”) that you will provide to the seller. The “LOI” will address the material terms including the price of the business, amount of inventory at transfer, amount of training seller will provide, how customer liabilities will be dealt with, etc. The “LOI” is very similar to a first offer that is given to the seller of a house in a residential real estate transaction. Once you complete a first draft of the “LOI,” please submit it to WBU to ensure that all of the necessary topics are included prior to submitting the “LOI” to the franchise store owner.
 - Please note that just like buying a house; you may engage in a period of negotiation or counter offers between you and the seller before settling on the final terms of the sale.

Step 4. Business Planning and Financing: “Learning How to Fly”

- WBU will open “Learning How to Fly” section of the WBU Discovery Center and review it with you.
- Download the “Sample Business Plan” and review the instructions included with the document. Your Business Plan will be submitted to the WBU executive team for review once it is completed.
- WBU will schedule a call to walk-through the Business Plan with you and answer any questions you may have. (We will do our best to include a member of the WBU New Owner Support Team on this call to answer questions about the coaching support that you will receive during your first year of ownership as well as on-going support throughout the life of your business).
- Begin drafting your Wild Birds Unlimited Business Plan. You may submit several drafts of your business plan and review with WBU before submitting your final business plan for executive review.
- Download the “Projection Worksheets” and begin working on your financial projections for your business. Feel free to enlist the help of a business advisor or accountant when working on financial projections. **Note: WBU cannot legally review or comment on your financial projections.**
- Send a final copy of your Business Plan to WBU. **Note: Please do NOT send your financial projections to WBU. We cannot legally review or comment on your Financial Projections – these worksheets are a tool to assist you in your business planning.**
- Answer the confirmation questions for “Learning How to Fly” section and submit to WBU.
- Conduct call with WBU to discuss your business plan and decide if you want to continue toward formal approval to open a Wild Birds Unlimited franchise.
- Additional information, if you are pursuing the purchase of an existing WBU store:** Once you have agreed to the terms of the sale with the seller and the LOI has been signed by both parties, WBU will provide both the buyer and the seller with the “Wild Birds Unlimited Purchase Agreement Guidelines” to provide to the attorney who is drafting the Purchase Agreement. Please submit a draft of the Purchase Agreement to WBU prior to signing it. WBU, Inc. must approve the final version of the Purchase Agreement before it is signed by the buyers (you) and the seller. WBU will assist in the timing of executing the Purchase Agreement.

Step 5. Visit the Wild Birds Unlimited Franchise Support Center: “Meet the Flock”

- WBU will open “Meet the Flock” section of the WBU Discovery Center and review it with you.
- WBU will email you access to the online Zorakle profile. This is a personality profile tool that we use in our Franchise Development process.
- Complete the on-line Zorakle profile and schedule a call to review the results with WBU.
- Go over any last questions and comments that you have regarding the WBU opportunity.
- Answer the confirmation questions for “Meet the Flock” section and submit to WBU.
- If you chose not to complete the BoeFly BVerification form, we will send you a “Background Check Consent Form” that you will need to complete and submit to us to allow WBU to run a background check. We also run a credit check at that time if you did not complete use the BoeFly BVerification form.

- Schedule and complete WBU “Operations Interview” with our New Owner Development Coaches.
- Schedule and complete your virtual or in person “Meet the Flock” day final approval meetings with WBU Franchise Support Center staff. We invite everyone to conduct their “Meet the Flock” day in person here at the WBU Franchise Support center. We will make the final decision to determine if this meeting can be held virtually or in person.

Step 6. Final Decision Day

- WBU will contact you immediately after your “Meet the Flock” day to discuss any final questions. If you have been awarded approval and you decide to move forward with opening your own Wild Birds Unlimited store, we will then send you Reservation Agreements or Franchise Agreements to sign and formally begin the Site Selection Process.
- Additional information, if you are pursuing the purchase of an existing WBU store:** If you have been awarded approval and you decide to move forward on your purchase of an existing WBU store, we will send you Franchise Agreements and additional associated documents.

Training Information

- You must have a signed Franchise Agreement in order to attend the Wild Birds Unlimited New Owner Training session. We require that your Franchise Agreement is signed at least two weeks prior to the scheduled training session so that you have ample time to complete your Online WBU Learning (OWL) modules before attending your training session.
- If you are purchasing an existing WBU store, we will assist you with executing the transfer of ownership of the franchise you are purchasing. Although it is common to sign your Franchise Agreement the same day you sign your official Purchase Agreement with the seller, this may not always be the case. WBU requires that the Final Bill of Sale and the Franchise Agreement be signed a minimum of two weeks prior to attending your training session so that you have ample time to complete your Online WBU Learning (OWL) modules before attending your training session.

Wild Birds Unlimited Franchise Opportunity

Items to complete or schedule as you investigate the WBU franchise opportunity
 Analysis of Opportunity: approximately 1-3 months from initial inquiry

Initials	Target Completion Date: _____
	I have reviewed the entire WBU Discovery Center
	I have completed and submitted the WBU Qualification Form
	I understand the WBU Mission, Vision, Values, Strategy and Customer Experience-Driven culture
	I understand the bird feeding industry and the WBU concept
	I understand franchising and am committed to work within the WBU Franchise Business Format
	I have talked to a minimum of 10 existing WBU store owners
	I have visited a minimum of 2-3 existing WBU stores
	I have reviewed the most recent WBU Franchise Business Review Franchisee Satisfaction Survey
	I have received the WBU FDD
	I have signed and returned the FDD Receipt page
	I have received answers to FDD and Franchise Agreement questions from WBU and my legal counsel
	I have supplied all requested financial information to WBU
	I have completed my business plan and projections
	I have applied for financing
	I have completed and reviewed my Zorakle profile
	I understand how the WBU franchise stores operate
	I have received satisfactory answers to all questions regarding the WBU business opportunity
	I have completed my "Meet the Flock" day and been approved to join the WBU franchise system
	Financing has been approved

Additional Things to Know and Questions to be Answered to Make an Informed Business Decision

Item	Date Completed
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19.	
20.	

Reasons to Join the Wild Birds Unlimited Franchise System

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2.	22.
3.	23.
4.	24.
5.	25.
6.	26.
7.	27.
8.	28.
9.	29.
10.	30.
11.	31.
12.	32.
13.	33.
14.	34.
15.	35.
16.	36.
17.	37.
18.	38.
19.	39.
20.	40.

WBU Stores Contacted During Validation

WBU Store - City, State	Spoke With	Contact Date	Type of Contact	Notes
1.			<input type="checkbox"/> Phone <input type="checkbox"/> In Person	
2.			<input type="checkbox"/> Phone <input type="checkbox"/> In Person	
3.			<input type="checkbox"/> Phone <input type="checkbox"/> In Person	
4.			<input type="checkbox"/> Phone <input type="checkbox"/> In Person	
5.			<input type="checkbox"/> Phone <input type="checkbox"/> In Person	
6.			<input type="checkbox"/> Phone <input type="checkbox"/> In Person	
7.			<input type="checkbox"/> Phone <input type="checkbox"/> In Person	
8.			<input type="checkbox"/> Phone <input type="checkbox"/> In Person	
9.			<input type="checkbox"/> Phone <input type="checkbox"/> In Person	
10.			<input type="checkbox"/> Phone <input type="checkbox"/> In Person	